

's wish  
newfound  
dence

# Make-A-Wish Analytic Report

ADPR 5750 Fall 2016

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Tamara  
leukemia  
I wish for  
princess

SEE > SUITE™

# Executive Summary

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- From granting up to 15,000 wishes a year, Make-A-Wish is the top granter of wishes of children affected by illnesses that are often terminal.
- We examined tweets and topics pulled from our twitter and buzz monitors created in Crimson Hexagon from September 2015 up until the final portion of this project.
- Throughout the year, Make-A-Wish launches several fundraising campaigns and hashtags that help spike positive engagement.
- The amount of celebrity involvement helps to spike the volume of posts, retweets, and replies relating to @MakeAWish tweets and wish kids.
- Though they do have competition in the wish granting field, Make-A-Wish far surpasses both of the two other 'leaders' in this category.
- The creation of more specific hashtags could help @MakeAWish narrow down their conversations to only tweets that pertain to their account and campaigns.

# Goals

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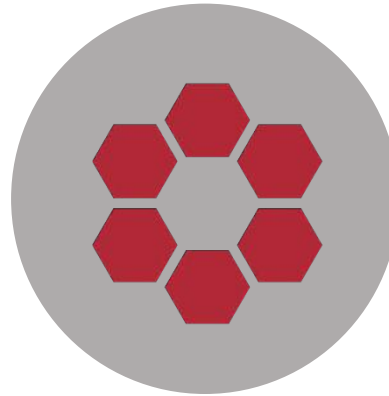
- Throughout this project, we strived to answer the following questions:
  - Does a certain region, ethnicity, or gender post more about/ to our account?
  - Which social media platform is the most effective?
  - Whether or not certain wishes gain more attention?
  - How does celebrity influence factor affect our accounts?
  - Does Make-A-Wish have significant competition?

# Research Overview

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Our data was gathered in our search monitors from September 1<sup>st</sup>, 2016 up until the time we completed this project.



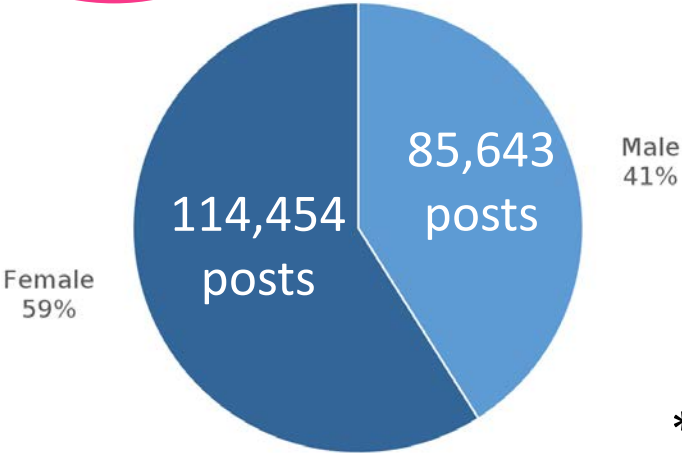
To collect all of our data throughout this project we used both a Twitter and buzz monitor in Crimson Hexagon as well as a Rival IQ search.



Our data was pulled from the @MakeAWish Twitter, Tumblr, and Facebook accounts.

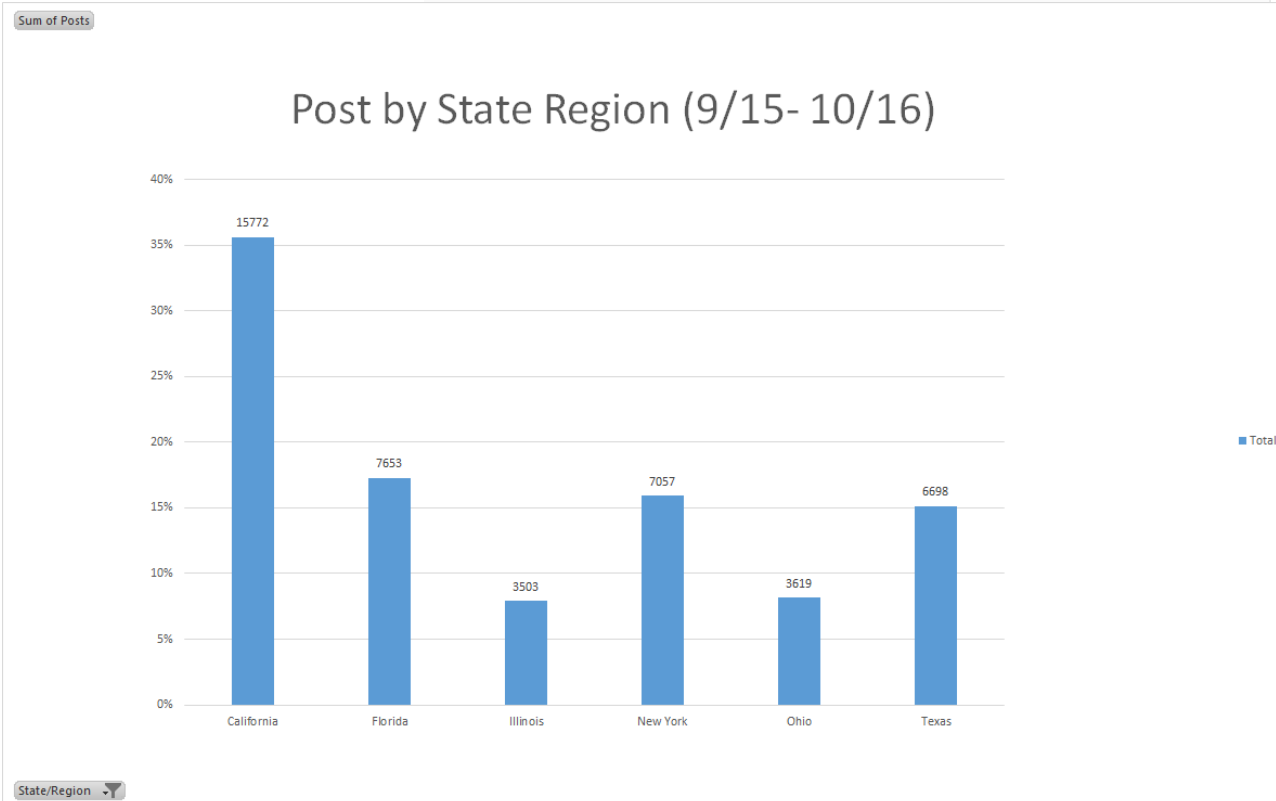
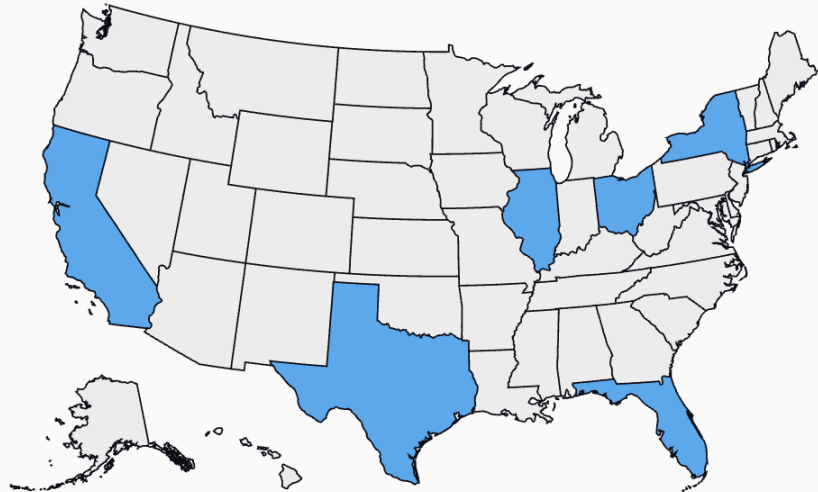
# Gender and Geographic Insights

More females tweet about @MakeAWish than males.

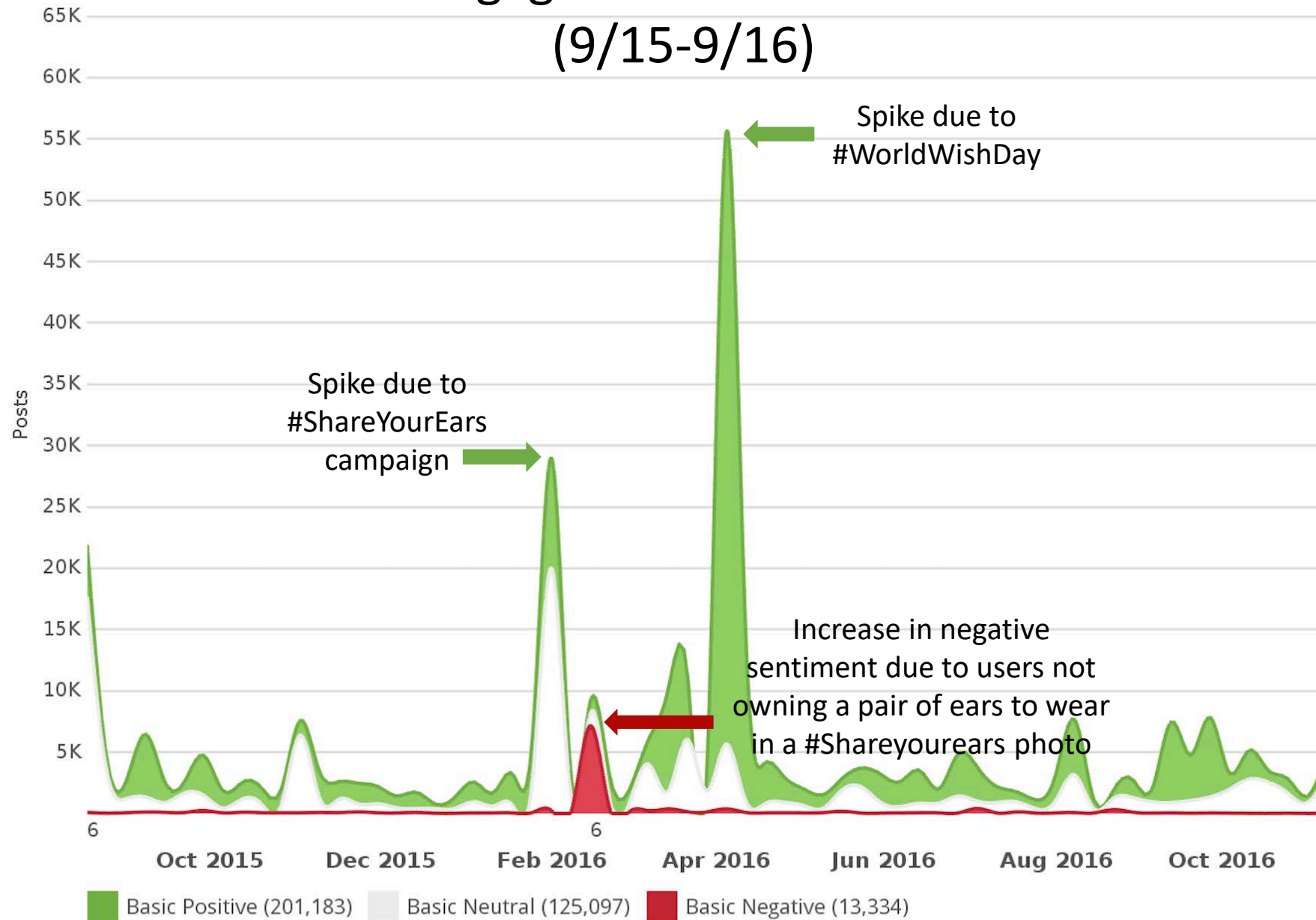


\*53% had identifiable gender

Our most involved Make-A-Wish states were California, Florida, New York, Ohio, Illinois, and Texas



# Engagement Sentiment (9/15-9/16)





# Engagement Sentiment

In February of 2016, in honor of granting their 100,000<sup>th</sup> Disney wish, Make-A-Wish partnered with Disney Parks to launch the #ShareYourEars campaign. For every post including the hashtag, Disney Parks would donate 5 dollars to Make-A-Wish. Throughout the campaign period, Disney Parks raised 2 million dollars.

## #SHARE YOUR EARS

World  
Wish Day  
MAKE-A-WISH.



**Disney** @Disney  
Smile and #ShareYourEars! For each pic posted, Disney puts five dollars toward Make-A-Wish: [di.sn/ShareYourEars](https://di.sn/ShareYourEars)  
5:00 PM - 19 Feb 2016  
430 1,004



**Meagan** @meaganbiebsgirl  
Disney will donate \$5 to the make a wish foundation for every photo 'showing your Mickey ears' #showyourears  
11:06 PM - 20 Feb 2016  
1

April 29<sup>th</sup>, 2016 celebrated the day that the Make-A-Wish foundation was inspired by their first wish granted. This trending hashtag caused a huge spike in positive engagement sentiment.

**Justin Bieber** @justinbieber  
Thanks for the bracelet Jen :) Happy #WorldWishDay @MakeAWish #neonwish



RETWEETS 52,858 LIKES 124,611

**Make-A-Wish America** @MakeAWish  
Thanks, @justinbieber, for being an amazing wish granter and celebrating #WorldWishDay with us! @livelokai #neonwish

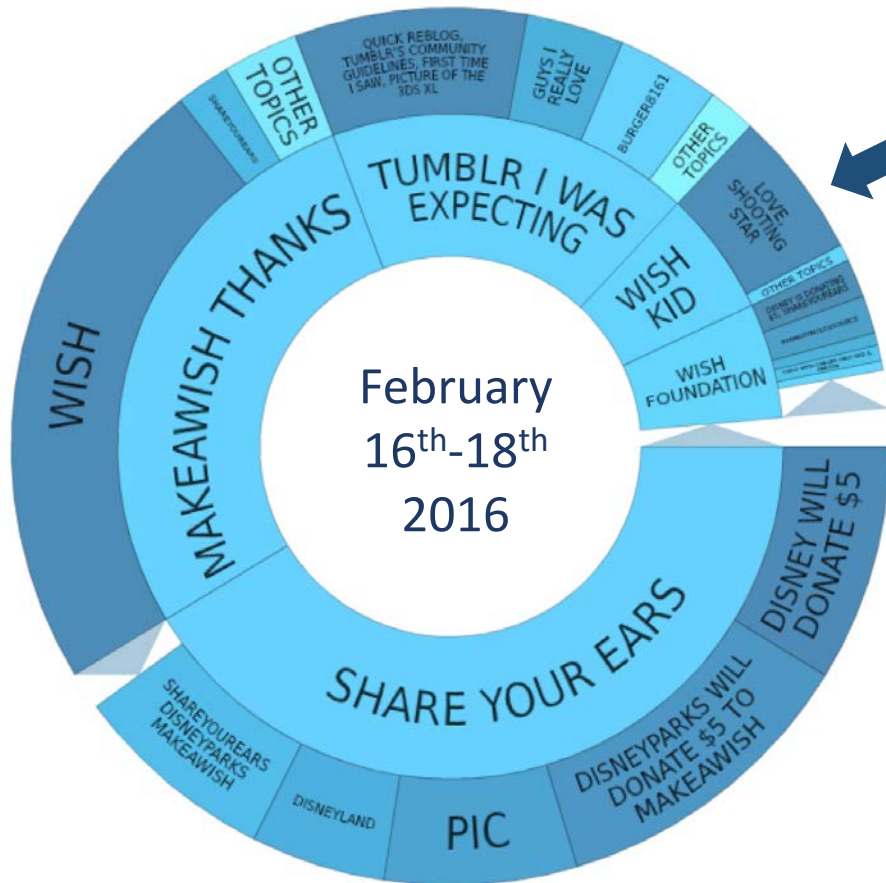


RETWEETS 1,378 LIKES 1,299

11:07 PM - 29 Apr 2016

12 1.4K 1.9K

# Most Popular Engagement Topics



#ShareYourEars  
campaign launch  
date topics



#WorldWishDay  
topics



# Earned Data

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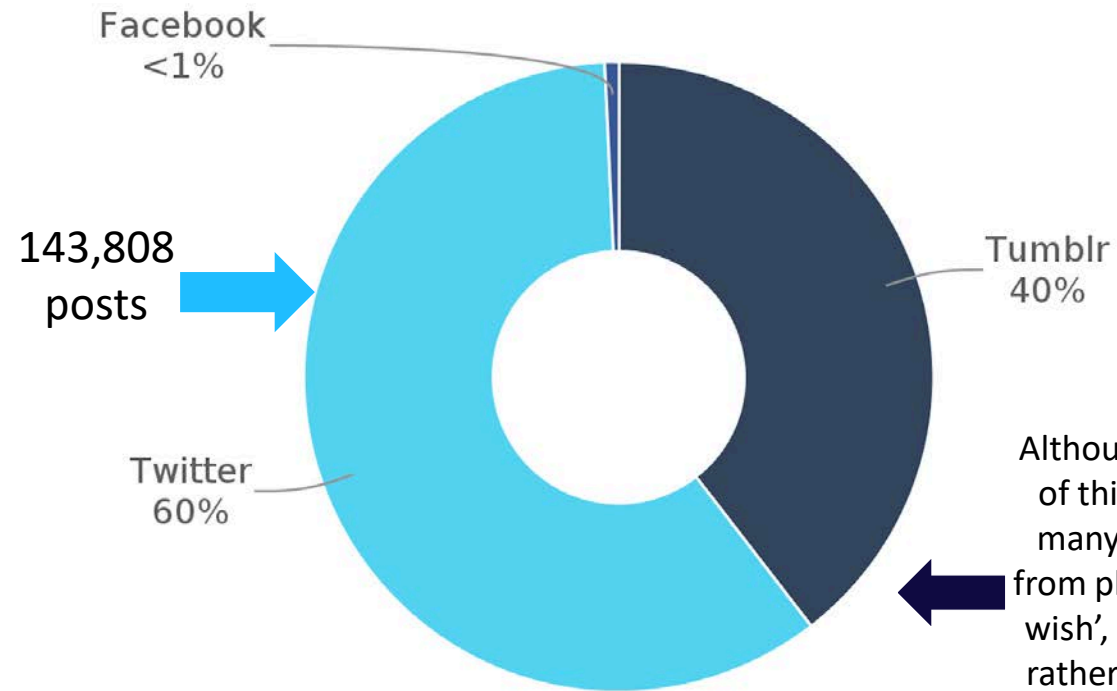
Our data was pulled from  
9/24/16-10/24/16



In October of 2016, Make-  
A-Wish had 239,680 posts



@MakeAWish Twitter is the  
most used and successful  
social media platform.



Although Tumblr made up 40% of this data, we realized that many of the posts here were from phrases including: 'make a wish', '11:11', 'I wish for...' etc. rather than our @MakeAWish account.

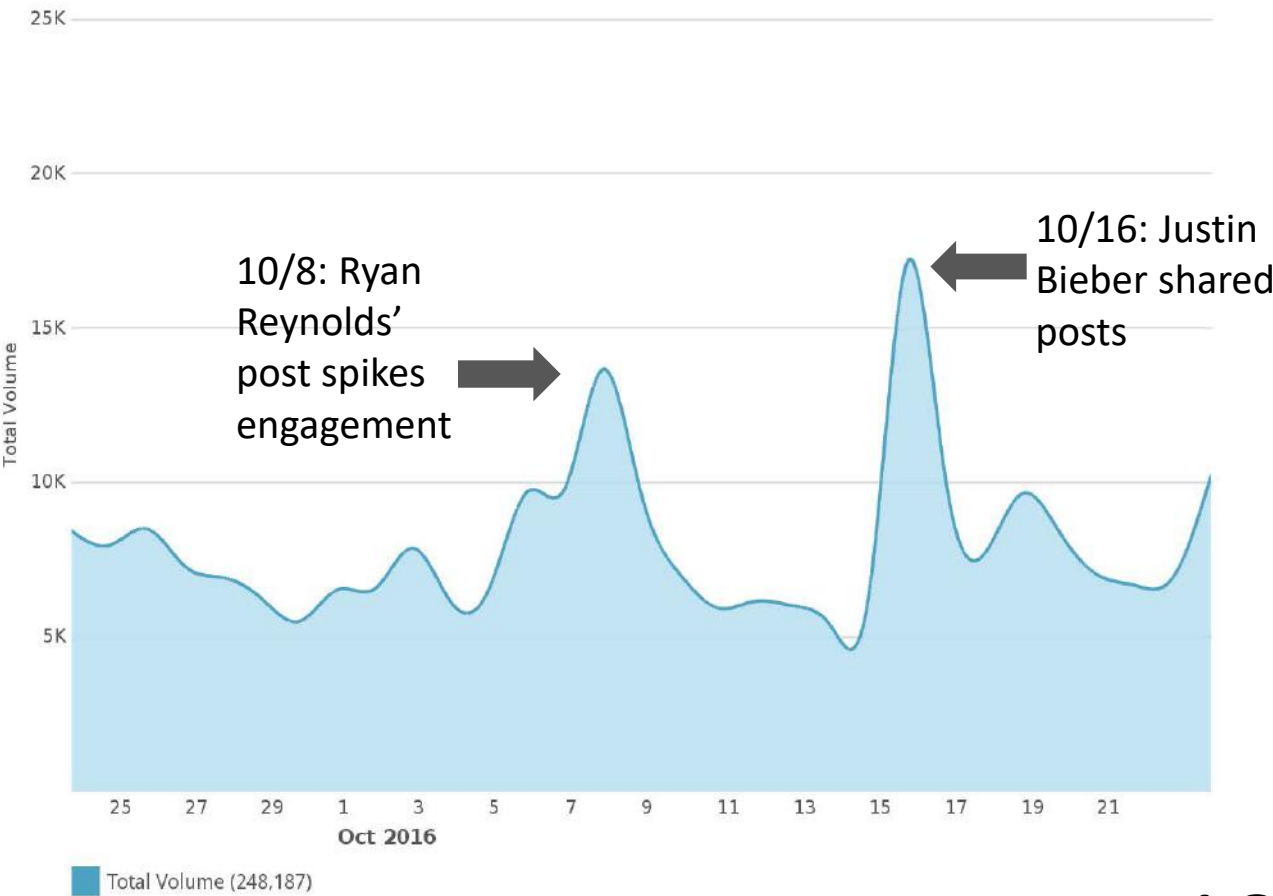
# Earned Data

On October 8<sup>th</sup>,  
@ryanreynolds' tweet spiked to over 14,000 posts



On October 16<sup>th</sup>,  
@justinbieber's tweet spiked up to 17,000 posts.

## Volume of Total Posts



# Boolean Search Terms

Make-A-Wish OR Wishinprogress OR  
"Wish In Progress" OR Wishkid OR "Wish  
Kid" OR @MakeAWish OR NeonWish OR  
WishNation OR Issaics99wishparty OR  
GiveAtWork OR MacysBelieve OR  
5ChristmasWishList OR JobOpportunity  
OR ChiOLovesMakeAWish



213K Followers



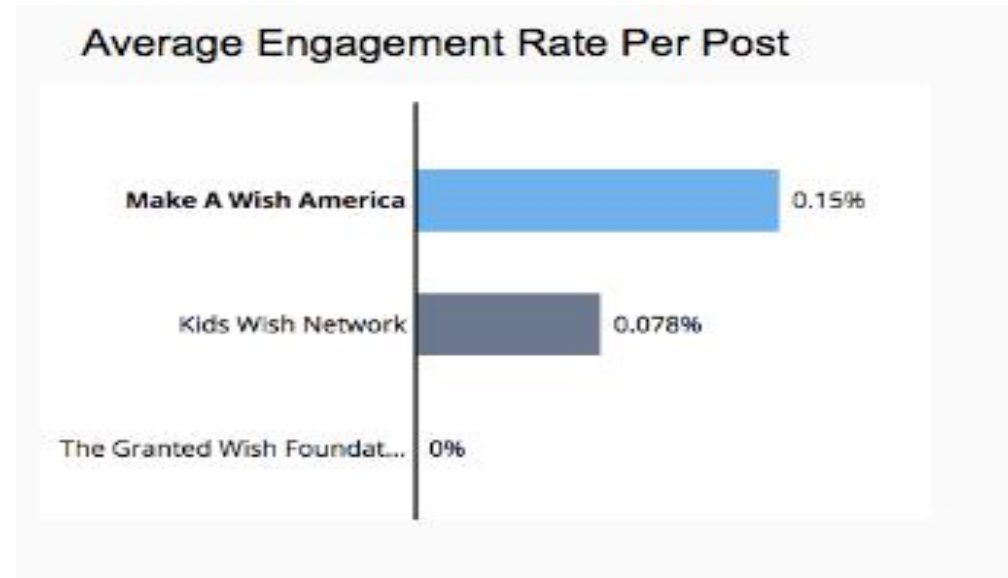
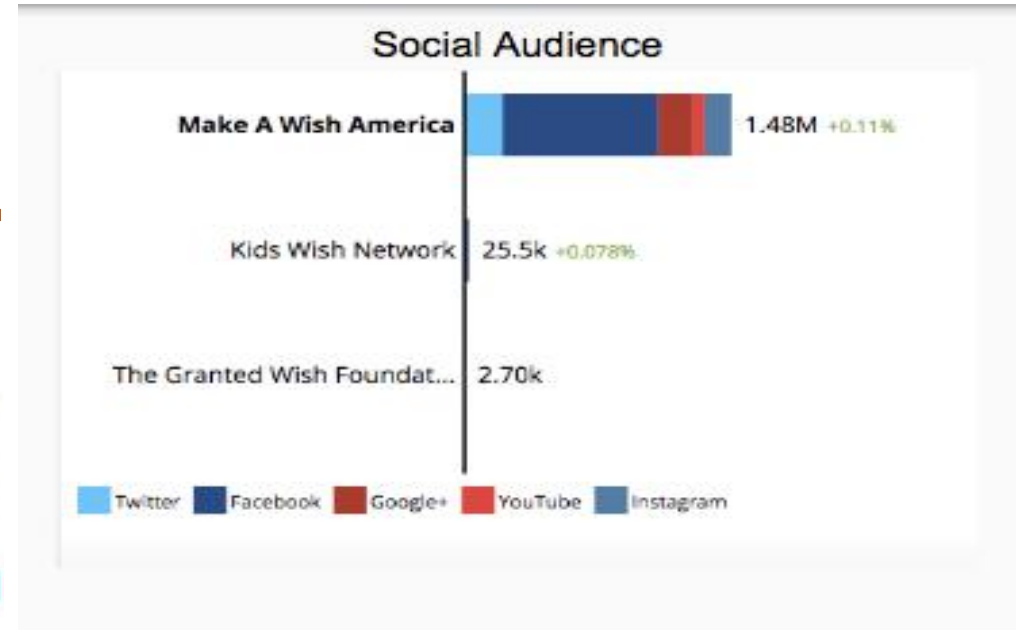
862,926 Likes



65,478 Subscribers

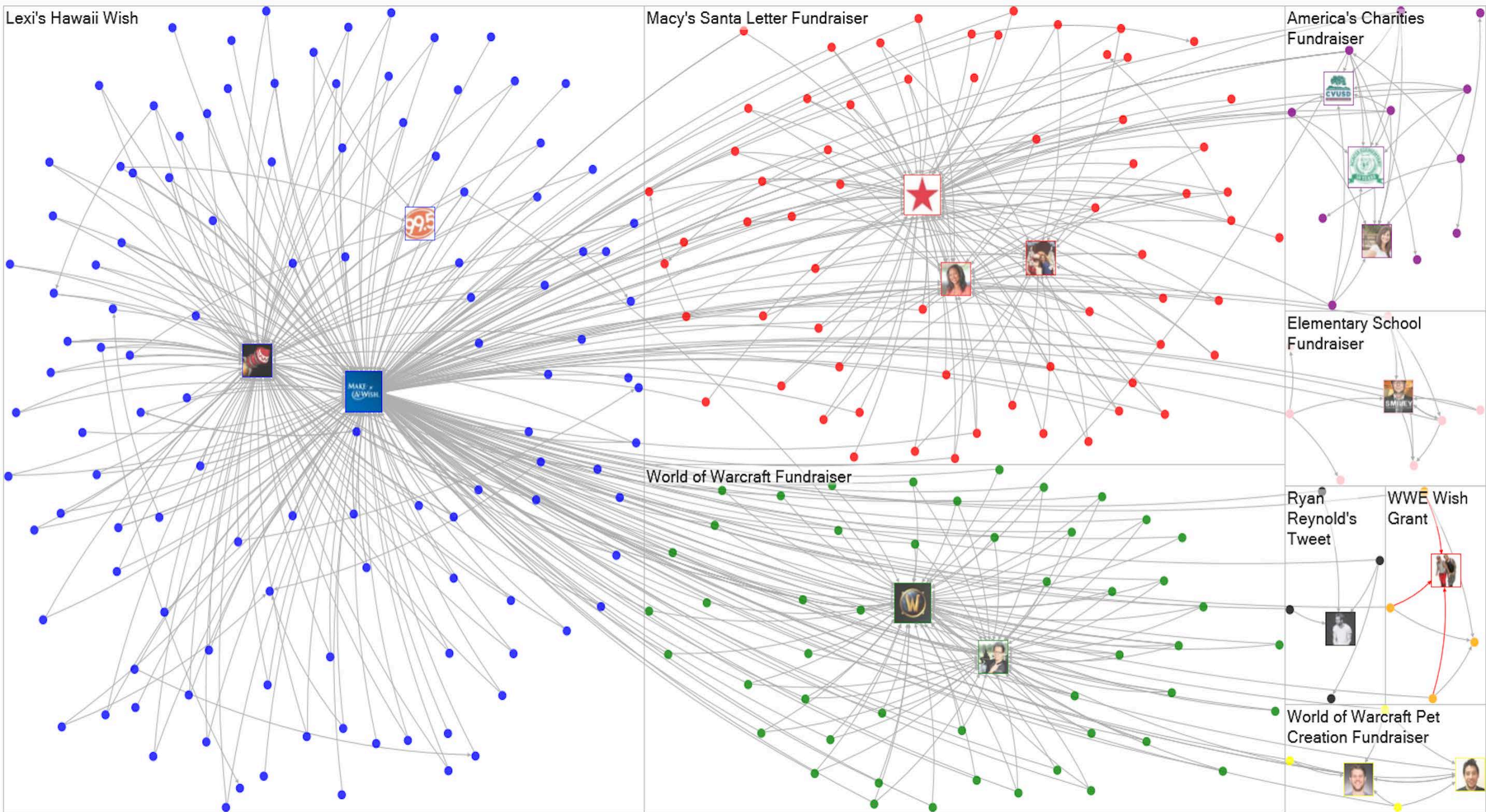


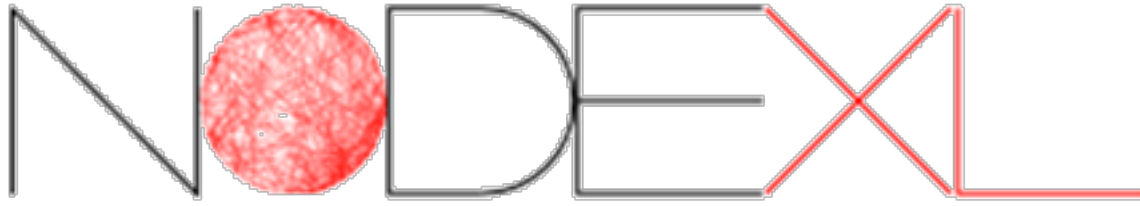
144,546 Followers



Make-A-Wish has an extremely large influence when it comes to their social audience, social engagement, and average engagement rate per post

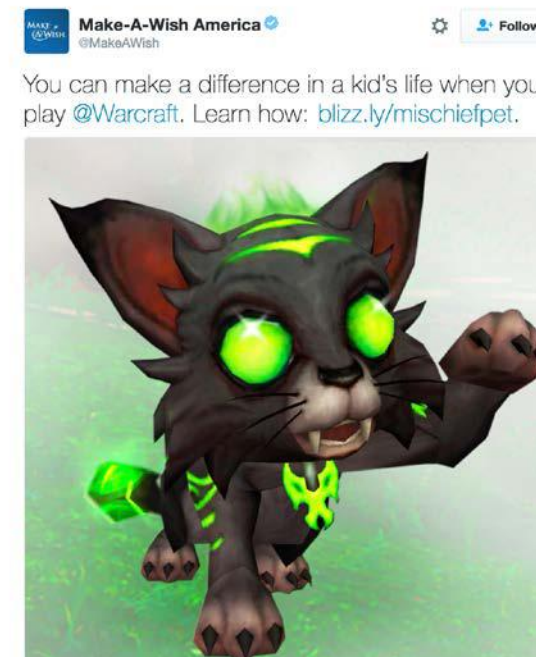






- By using NodeXL, we were able to visualize Twitter conversations that involved our Make a Wish account.
- Our twitter search consisted of the following:  
NeonWish OR WishNation OR MacysBelieve OR  
ChiOLovesMakeAWish

\*We had a huge issue when trying to pull enough data into our Node Excel graph. Due to the high possibility of 'Make A Wish' having other meanings besides our non-profit (for example 'It's 11:11 make a wish!!'), we actually had to redo this graph 3 times before we were able to gather enough data.



## Our top users:

1.



@MakeAWish

2.



@Macy's

3.

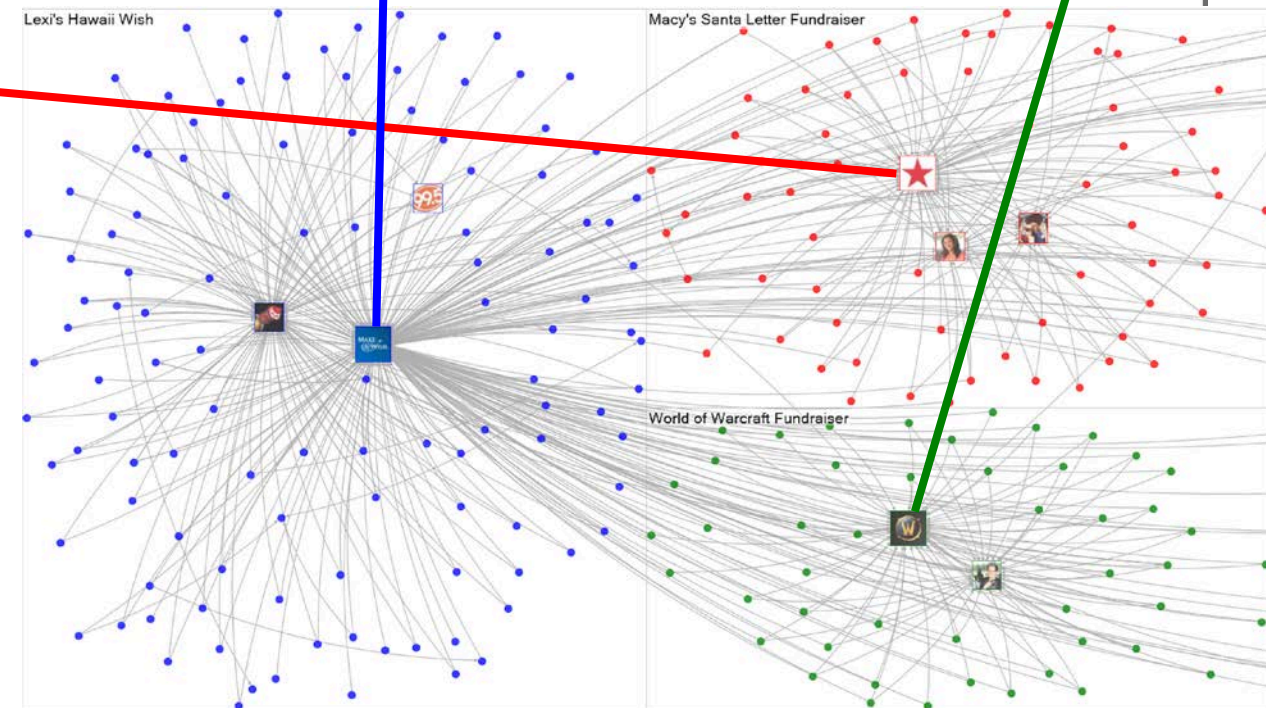


@Warcraft



# NodeXL Groups

On this day on twitter, our three major groups were talking about the Macy's Believe campaign where children can write letters to Santa Claus and one letter written is one dollar donated, World of Warcraft's make a pet adoption fundraiser, as well as Make-A-Wish's granting of Lexi's Hawaii Wish.



# Suggestions

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For Make-A-Wish:



- More specific hashtags that relate directly to @MakeAWish
- Continue to launch fundraising campaigns with well known companies like Disney Parks and Macy's
- Continue to interact with celebrities like @JustinBieber

For future research:



- Dive deeper into demographics, specifically location as well as earned data.
- Explore more aspects of engagement sentiment